



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: August 7, 2007

TO: Mayor and Councilmembers

FROM: Creeks Division, Parks and Recreation Department

SUBJECT: Art From Scrap Contract For Youth Watershed Education Programs

RECOMMENDATION:

That Council authorize the Parks and Recreation Director to execute a 10-month professional services contract with Art From Scrap (AFS) in the amount of \$31,245 for the provision of youth watershed education programs.

DISCUSSION:

The Creeks Restoration and Water Quality Improvement Division (Creeks Division) recommends that the City contract with AFS to provide youth watershed education programs. The education of youth is a key component of community efforts to reduce urban runoff pollution and improve ocean water quality at the beach. By providing clear and engaging activities for youth on the importance of water quality and the causes of pollution, students are able to develop an appreciation of the creeks while adopting the appropriate behaviors to protect them.

Formerly a program of the Community Environmental Council (CEC), AFS is a recently formed non-profit organization with a primary focus on environmental education for school age children. Since 2002, the Creeks Division and CEC have designed and implemented a youth education program for primarily elementary age children. The proposed contract with AFS for Fiscal Year 2008 would continue an existing, successful education program.

AFS would provide water quality education programs for school children within the City of Santa Barbara. These programs include: 1) a 3-part Creek Kids series that is targeted to sixth grade students; and 2) field trips to the Watershed Resource Center at Arroyo Burro Beach for kindergarten through sixth grade. The AFS programs are correlated to state standards and designed to complement existing Creeks Division youth education programs. Although no longer part of CEC, AFS has an agreement with CEC and the County of Santa Barbara for the use of the Watershed Resource Center.

REVIEWED BY: _____ Finance _____ Attorney

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Participants

Approximately 1,600 school children have participated in these watershed education programs as part of the Fiscal Year 2007 12-month contract. These programs include in-class educational presentations, field trips to the South Coast Watershed Resource Center, and field trips to the Old Mission Creek Restoration at Bohnett Park. In addition to the programs conducted by CEC, the City watershed educator provided in-school programs and field trips to over 1,400 children.

During Fiscal Year 2008, it is anticipated that AFS will conduct approximately 70 programs over a 10-month period, reaching an estimated 1,500 school children. In order to maintain an evolving program with fresh elements for teachers and students, new themes and special projects are under development. As an example, a "Flows to the Ocean" school project will be promoted as a follow-up activity to encourage the entire school community to reduce litter on the campus, particularly litter that is likely to be washed into the storm drains and become long-lived marine debris.

Regional Education

In addition to providing watershed youth education programs within the City, AFS is under contract to the County of Santa Barbara to provide similar programs to school children in Carpinteria, Goleta, and other areas in the County. AFS is under contract to the County to provide programming in Fiscal Year 2008. The Creeks Division recommends that working with AFS, the City and County continue to provide similar and consistent education programs.

BUDGET/FINANCIAL INFORMATION:

The total cost of the contract with AFS is \$31,245. Funds for this contract are available in the Creeks Division Fiscal Year 2008 Operating Budget.

SUSTAINABILITY IMPACT:

Community education and outreach is a key component of the Creeks Division's efforts to improve creek and ocean water quality and contribute to a more sustainable Santa Barbara. Youth education is of particular importance since it teaches new generations about methods to prevent pollution and the relationship between land and the ocean.

PREPARED BY: Jill E. Zachary, Assistant Parks and Recreation Director

SUBMITTED BY: Nancy L. Rapp, Parks and Recreation Director

APPROVED BY: City Administrator's Office